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Set	Items	Description
S1	5334651	INTERNET OR WORLD WIDE WIDE OR ONLINE OR ON LINE OR ON() LI-NE
S2	413597	ELECTRONIC COMMERCE OR ECOMMERCE OR E-COMMERCE OR E() COMMERCE OR (E COMMERCE)
S3	5391190	S1 OR S2
S4	7815311	PURCHASE OR BUY OR BUYS OR BUYING OR TRANSACT? OR PURCHASES OR PURCHASING
S5	0	PRICE DETERMIN? ACTIVIT?
S6	195435	(PERFORM? OR RESULT OR RESULTS) (10N) (GAME OR GAMES OR ACTIVIT?)
S7	7599	S4 (20N) S6
S8	44	S2 (20N) S7
S9	5394864	S3 OR WEB SIT?
S10	479221	S6 OR ((DETERMIN? OR COMPAR? OR PLAY?) (10N) (GAME OR GAMES OR ACTIVITY))
S11	20092	S10 (20N) S4
S12	548	9 (20N) S11
S13	1754	S9 (20N) S11
S14	1606	S13 AND PY<=1999
S15	940	RD (unique items)
S16	368733	(PERFORM? OR RESULT OR RESULTS? OR DETERMIN? OR COMPAR? OR PLAY?) (5N) (GAME OR GAMES OR ACTIVIT?)
S17	8569	S4 (10N) S16
S18	820	S17 (20N) S9
S19	495	RD (unique items)
S20	482	S19 NOT S8
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20/9/5 (Item 5 from file: 9)
DIALOG(R) File 9:Business & Industry(R)
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02616971 02177634 (THIS IS THE FULLTEXT)

Online coupon site links with fun and games

(Gamesville.com and SuperMarkets Online have collaborated on a strategic partnership that will benefit users of the online games company and of the supermarket concern; over 10.5 mil games per month are played on Gamesville.com's site)

Advertising Age, v 70, n 44, p 48

October 25, 1999

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 339

TEXT:

By Amanda Beeler

Consumers save while competing

The playing field for a popular online games Web site will soon expand to grocery store checkout lines as part of a strategic partnership announced today between Gamesville.com and SuperMarkets Online.

Executives at the two companies see games as a way for each of them to encourage consumers to log on and to shop more frequently.

SuperMarkets Online, a subsidiary of Catalina Marketing Cos., operates the ValuePage Web site (www.valupage.com) that allows shoppers to print coupons for consumer goods, while Gamesville.com (www.gamesville.com) offers multiplayer games online.

REWARDS

"We're looking for ways to reward the user and to reinforce the interaction between using the computer to save money in the store and make it fun and interesting," said Steven Blyth, senior VP-operations for SuperMarkets Online.

Instead of competing for cash and prizes online only, registered players at Gamesville.com will receive additional clues or make additional moves in a game when they purchase certain products or scan items at supermarkets.

The two companies hope to introduce their first online and store-based game before the end of the year.

More than 10.5 million games a month--ranging from bingo to stock car racing--are currently played on the Gamesville.com site by the company's 1.9 million registered contestants.

Steven Kane, CEO of Gamesville.com, described the desire of consumers to **play games**, win prizes and save money on **purchases** as the tip of the iceberg when it comes to the new marketing partnership with SuperMarkets Online.

THINKING ALIKE

"Underneath is that we are amalgamating the database marketing and targeting efforts of two companies that think alike and do things alike but just focus on different spaces," he said.

The alliance of the two also was aided by the fact that women are the

majority users for both Web sites, Mr. Kane said.

"We both see the advantage of the games to keep it interesting for a person to come to the site and play the game and encourage the extension of the game into the store," Mr. Blyth said.

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COMPANY NAMES: GAMESVILLE COM; SUPERMARKETS ONLINE (CATALINA MARKETING CORP)

PRODUCT NAMES: Grocery stores (541000); Amusement and recreation NEC (799993)

CONCEPT TERMS: All company; All market information; Internet activity; Joint venture; Users

MARKETING TERMS: All campaign; All product marketing; Contests; Cooperative campaign; Coupons; Sales promotion

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

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20/9/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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02669153 02254274 (THIS IS THE FULLTEXT)
SportsMAD prepares for a February launch
(SportsMAD planning a UKPd5 mil launch in 2/00; is an offshore-based global sports and gaming portal)
New Media Age, p 3
December 09, 1999
DOCUMENT TYPE: Journal ISSN: 1364-7776 (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 376

TEXT:

SportsMAD, an offshore-based global sports and gaming portal, is planning a GBP5m launch in February, following its sale to Gaming Internet, a subsidiary of the Galaxy Media Group.

The new venture, which has been listed on the Alternative Investment Market, will offer what the founder Richard Kay has labelled "simple games" and "simple content".

Kay, who was one of the original thinkers behind 365 said: "I wanted it to be more than an online newspaper. SportsMAD will be different, it will be an online games and sport community with a difference."

Discussions are currently underway with several UK content partners and an agreement has already been struck with an un-named major e-tailer to fulfil the e-commerce side, which Kay pointed out will be a major part of the portal.

"There will be more than just the normal games and sports content. We will be offering users the chance to **play games**, **buy** sports -goods and book their holidays," he said.

A GBP1m **online** marketing campaign has been planned to run just after Christmas, until the launch.

Initially the new venture will only be in the English language, though there are plans for it to follow its sister-site ZAPCasino and stage an eventual roll-out in 11 countries.

SportsMAD users will be able to 'play the games for free' or 'pay and play for cash prizes', however Kay was quick to point out there will be no gambling on the portal.

"Of course there will be an element of competition with prizes, but if people are losing too much money and playing out of control, then we will put a stop to it."

"Of course we are here to make money, but it is also meant to be fun," Kay added.

The acid-test of the site will be to see if people will pay to play, especially as at first the portal's currency will only be in US dollars, yet Kay said this should change if the launch is successful.

Games on the site will be based on a 'retro-arcade theme' with possible ideas such as Space Invaders, football and golf mooted.

"The games have all been specially designed for us by mainstream games

developers, they are completely original and will appeal to a wide-ranging audience," added Kay.

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COMPANY NAMES: SPORTSMAD

INDUSTRY NAMES: Software; Toys & games

PRODUCT NAMES: Computer games and entertainment software packages
(737284)

CONCEPT TERMS: Ad budget; All company; All market information; All product
and service information; E-Commerce; Marketing campaign; Product
introduction

MARKETING TERMS: All campaign; All media; Interactive; New campaign; Ad
volume

GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western
Europe (WEEX)

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20/9/305 (Item 96 from file: 20)
DIALOG(R)File 20:World Reporter
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03641352 (THIS IS THE FULLTEXT)

Alottafun! To Develop Extensive Toy Internet Site

PR NEWSWIRE

December 03, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 586

MILWAUKEE, Dec. 3 /PRNewswire/ -- Alottafun!, Inc. (OTC Bulletin Board: ALFN) announced today that it has begun development and will launch its new on-line service, "Alottafun! Toys" (www.alottafun.com) in the near future, featuring selected Alottafun! retail products for purchase by the public across the globe.

Using advanced, interactive electronic commerce technology, the Alottafun! web site is scheduled to be open for commerce 24 hours a day, 365 days a year. Alottafun! Toys will feature the complete Alottafun! toy and candy line.

The new user-friendly service significantly expands Alottafun!'s global marketing outreach and places it as one of the few toy manufacturers using the internet to expand sales.

Alottafun! Toys' strategy for web site traffic will rely heavily on direct-to-the-consumer marketing methods as opposed to the more traditional search engine relationships being exploited by its competitors. "We intend to tie together purchase of our products with various game and contest promotions related to our toy line," noted Michael Porter, Chairman and CEO of Alottafun!, Inc. Although building on toys, the web site will be a fun site appealing to a vast audience.

Porter said, "Our Web site will showcase our exciting new line of collectible capsule toys. Of course, we will also feature our Hearthside Treasures toy line, our book/toy line, our game/toy line and our candy products. We are positioned to duplicate the sales successes of the European capsule toy market (which is over one billion dollars a year). We are pioneering a unique, innovative and new concept in the toy industry by introducing these toys in the U.S. There is tremendous potential for Alottafun! to flourish in the present toy market with our toy collectibles."

Porter noted that the U.S. toy industry alone is a 14 billion-dollar industry that is undergoing a tremendous amount of change. "Kids are becoming more computer literate at a younger and younger age. We are developing a site which will be both technologically friendly to kids and fun-loving adults, provide links to other children-oriented sites and provide a fun place to play games and participate in the fun of collecting."

Children and adults of all ages visiting the "fun" site will have the opportunity to play various games and enter contests that will combine product promotion with product purchase. "By creating the Alottafun! Interactive World Wide Web site, we can reach out to millions of Internet users to acquaint them with our unique toys and candy, to participate in our promotional activities and form and benefit a global community of people who like to collect and have fun," stated Porter.

Porter also noted that Alottafun! has developed over 120 new toy items for the new toy-buying season, which begins in January 1999. "We will be in all the major toy-buying shows this year, culminating with the International Toy Fair in New York in February 1999. The responses to our new products so far have been fantastic, and we expect significant sales increases this coming year."

"Through our Web site, we hope to extend the Alottafun! product line to a broader audience. We believe we can bring the diversity and excitement

of our products to the Internet," stated Porter.

Alottafun!, Inc. is engaged in the manufacture and marketing of toys and novelty candy. The company's primary focus is to develop products for the children's market which are interesting and "alottafun" for children.

For details call Gary Trump, President, The Point Group, Inc., 407-777-7408 or 407-777-5863.

/CONTACT: Gary Trump, President, The Point Group, Inc., for Alottafun!, Inc., 407-777-7408 or 407-777-5863/ 10:28 EST

Copyright 1998 PR Newswire. Source: World Reporter (Trade Mark).

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20/9/399 (Item 4 from file: 624)
DIALOG(R) File 624:McGraw-Hill Publications
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00913862

POINT, CLICK--AND HERE'S THE PITCH: Yoyodyne uses prizes to get you to read those online ads

Business Week February 9, 1998; Pg ENT8; Number 3564
Journal Code: BW ISSN: 0007-7135
Section Heading: Enterprise: Companies: ENTREPRENEURS
Word Count: 1,418

BYLINE:.

By Mary Kuntz in Irvington, N.Y.

TEXT:

Seth Godin may be the ultimate entrepreneur for the Information Age. Instead of widgets or car parts, he specializes in ideas--usually, but not always, his own. Can't remember the call letters of Mary Richards' TV station on The Mary Tyler Moore Show? Take a look at his The Encyclopedia of Fictional People. Want to send a quick message to Newt Gingrich? Consult Godin's E-Mail Addresses of the Rich & Famous.

Those books, and dozens of others that Godin either wrote or dreamed up, were produced by his book-packaging firm, Seth Godin Productions Inc. The company, which has grown into a modest success, is best known for developing the Beardstown Ladies investment guides, which Godin helped launch.

Now, the 37-year-old graduate of Stanford University's business school is taking his ideas to the Internet, where the stakes are higher and the competition a lot more brutal. Godin's three-year-old online venture, Yoyodyne Inc., is one of many direct marketers working on the same problem: how to get consumers to read ads on their computer screens. Someday, when E-commerce has developed and consumers' online habits are better understood, there undoubtedly will be a few standard methods for doing this. Right now, players from established ad agencies to yesterday's startups are trying everything from simply paying people to read ads over the Internet to luring them with whiz-bang Web sites.

"I really believe that we're making a fundamental difference in how products get marketed," Godin says, leaning intently across a conference table in

Yoyodyne's spacious loft offices on the Hudson River in Irvington, N.Y., 25 miles from Manhattan. Rather than bombard consumers with yet another unwanted commercial, Yoyodyne markets only to people who have agreed to receive and respond to online product pitches. How? By offering them the chance to win big jackpots. Yoyodyne--named for the mysterious toymaker-turned-defense-contractor in Thomas Pynchon's novel The Crying of Lot 49--uses E-mail trivia games, scavenger hunts, and instant-win sweepstakes to sugarcoat old-fashioned product pitches.

MAKING TAXES FUN. So far, more than a million Net surfers have tried Yoyodyne games, vying for prizes ranging from a trip to the Caribbean to a bag of gold. Along the way, hundreds of thousands of potential customers have voluntarily visited Web sites and waded through product information from concerns that include Sprint, Reader's Digest, and Major League Baseball. "We basically wanted to combine taxes and fun, which is pretty hard to do," says Fred Halfpap, director of online marketing for H&R Block Inc. He says their contest last spring, in which Block paid \$20,000 toward the winner's federal income tax bill, increased traffic to the Block Web site and usage of its tax services.

Yoyodyne's financial performance so far has been respectable, though not spectacular. The staff has grown to 34, and revenues doubled last year, to \$3 million. The company expects to turn its first monthly profit by the end

of this year. But with competitors scrambling to sew up the Internet, respectable just isn't good enough. "We discovered that getting consumers to do what we want isn't a problem," Godin says. "Getting advertisers is."

To build the business faster, Godin has come up with a new strategy. Instead of designing and running custom games for one client at a time, as it has in the past, Yoyodyne is creating branded, multisponsor game sites for specific product categories. Now, when consumers get E-mail from Yoyodyne, it will urge them to visit the new sites to shop, get detailed product information, and, of course, rack up entries in a Yoyodyne sweepstakes. That's a major conceptual shift: It makes Yoyodyne more like a TV game show and less like Publishers Clearing House sweepstakes.

CORNER OFFICE. While the old custom games had an eight-week lifespan, Godin plans to run the new multisponsor games at regular intervals, with new sponsors cycling in and out. EZSpree, a shopping site currently sponsored by American Express Co., went live in October and offers a gateway to 200 online merchants, offering discounts and specials for AmEx cardholders. By using AmEx cards, they earn chances in a drawing for a \$100,000 shopping spree.

Adapting to circumstances is something Godin is good at. Other than a short hitch as a brand manager for Spinnaker Software Corp. in Boston, he has supported himself by his ability to turn his ideas into cash. In 1986, when his fiancée wanted to live in New York, he chucked his job in Boston, moved to Manhattan, and used his \$20,000 in savings to start Productions in a corner of his studio apartment.

Although Productions dealt mainly in books, Godin never felt limited to print. Drawing on his software background, in 1990 he created a game for the fledgling Prodigy Inc. that ran for almost eight years. That convinced him that games were a powerful online tool. "So I did what I always do when I want to learn about something," Godin says. "I got a publisher to advance me money so I could research it." The resulting book, *eMarketing: Reaping Profits on the Information Highway*, led him to form Yoyodyne.

Godin's most important selling job may be to investors rather than clients. With online sales slow to materialize and profits rarer than a million-dollar jackpot, the ardor for Internet startups has cooled in recent years. Just a few months ago, investors pulled the plug on a would-be competitor to Yoyodyne called PowerAgent Inc. in Menlo Park, Calif.

Yoyodyne has been a lot more fortunate. In August, 1996, venture-capital firm Flatiron Partners invested \$4 million in Yoyodyne in return for a 20% stake. Although Yoyodyne's growth has been slower than he expected, managing partner Fred Wilson continues to be a fan of Godin's. "He has a vision of what the Net can do," says Wilson. "The company's finally figuring out how to take Seth's vision and build a business around it."

Next to building the business, Godin's hardest job is finding qualified employees who will mesh with the freewheeling Yoyodyne culture. New job openings are posted on the Yoyodyne Web site, and Godin personally interviews hundreds of people, mostly by phone or E-mail, for each job.

The recruitment effort isn't helped by the company's suburban location. It's a 45-minute train ride from Manhattan, home to most of the Net-savvy editors, writers, and marketing execs that Yoyodyne needs. "It hurts us for sure," says Godin. But it also cuts his own commute to a matter of minutes, allowing him more time with his wife and two school-age sons. Like his counterparts in Silicon Valley, Godin sweetens the pot with stock, granting every Yoyodyne employee stock options that vest over three years. "There are a bunch of people here who will make a ton of money someday," he boasts.

That is, if Yoyodyne turns out to have a winning formula. Right now, there's no industry consensus as to whether people who **play** a sponsor's **online game** will also **buy** its product. "You're getting people who don't value their time as much as they value entering a sweepstakes," says Bill Bass, an analyst at Forrester Research Inc., a technology research firm in Cambridge, Mass. Bass argues that it's more effective to link products directly to content-heavy Web sites, much as Barnes & Noble Inc. has links on the book page of The New York Times Web site.

Others see incentives and discounts, including contests, as the best way to attract Net surfers. David Scott Carlick, a senior adviser at VantagePoint Venture Partners, which invests in Net startups, considers Yoyodyne "one of the smarter companies pioneering this concept of incentivization on the Net."

Godin's backers seem to agree, at least for now. In December, Flatiron and Robert H. Lessin, a vice-chairman at Salomon Smith Barney and a well-known Internet investor, anted up an additional \$1 million. It was an important vote of confidence for Yoyodyne. Now if Godin can just come through with the jackpot.

Yoyodyne's Game

THE COMPANY

Yoyodyne, a 34-person online marketing firm based in Irvington, N.Y. Founded in 1995. Revenues last year were \$3 million, double the previous year.

THE FOUNDER AND CEO

Seth Godin, 37, author, book packager, online game pioneer. Has been exploring the Internet since 1976.

THE BUSINESS

Designing and managing online games to promote brand-name products.

THE PROBLEM

Convincing clients that online games can be a cheaper and more effective way to promote products than traditional direct-marketing techniques.

TABLE:

Games People Play

What's up at Yoyodyne's new game sites (www.yoyo.com)

NAME	CATEGORY	SPONSOR	PRIZE
EZSpree	General	American	\$100,000 shopping
	Merchandise	Express	spree
EZWheels *	Cars	Volvo	\$20,000 toward
			dream car
EZVenture **	Small	Inc. Magazine	\$100,000 to
	Business		invest in business
EZEdge ***	Computers	AT&T	High-end laptop
		WorldNet	and desktop
			computers
Scheduled launch:	* end of February	** Mar. 15	*** 2nd quarter

SPECIAL FEATURE:

Table

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COMPANY NAMES (DIALOG GENERATED): American Express Co ; Barnes & Noble Inc ; CORNER OFFICE ; Flatiron Partners ; Forrester Research Inc ; H & R Block Inc ; PowerAgent Inc ; Prodigy Inc ; Publishers Clearing House ; Rich & Famous ; Salomon Smith Barney ; Seth Godin Productions Inc ; Spinnaker Software Corp ; Stanford University ; VantagePoint Venture Partners ; Yoyodyne Inc
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20/9/2 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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02689493

02273865

(THIS IS THE FULLTEXT)

Sportcut.com Pays eBucks for Visits

(Sportcut.com is launching loyalty points program and e-commerce store; users will get points that will eventually give them discounts at site's store and auction)

iMarketing News, v 2, n 1, p 12

January 10, 2000

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 428

TEXT:

BY KENNETH HEIN

Sportcut.com, a popular sports memorabilia and entertainment site, is hoping to build on the momentum it created late last year with a loyalty points program and e-commerce store launching this month.

Users will receive points that will allow them to get discounts in the site's store and auction. Points can be earned by **playing online games** at the site, making **purchases** or just for looking deeper into the site. "Initially, we wanted to reward players with eBucks for playing our games. That idea was expanded and now includes all of the site," said Luis Pico, senior director of Sportcut.com, New York. "A user can earn eBucks for reading an article and so-forth."

Sweepstakes will also play a big part in this site's marketing efforts. It is currently running a drawing for two tickets to the Super Bowl, including airfare.

Such promotions are not new for the site, which launched Nov. 30. Using Pete Rose as a spokesman, Sportcut.com put up an online petition asking that Rose be placed on the ballot for the Baseball Hall of Fame.

The day of the launch, it received 12 million hits, resulting in 200,000 unique visitors. By the third week of December, it drew more than 500,000 unique visitors. To build on the popularity of the Pete Rose campaign, the site plans to offer monthly promotions with other sports celebrities who will participate in live chats and contribute content to the site. "We're going to use big names to attract attention to the site," said Pico.

An extensive banner ad campaign is underway. The site is using as many as 10 pieces of creative spread across 50 sites, including Playboy.com, USA Today.com and SeattleTimes.com.

Offline, it has postcards distributed by M@x Racks, New York, and wild posters (advertisements that appear on construction sites) in seven cities.

A database of e-mail addresses is being compiled. "In the future, we'll have a lot of tools to work with lists of e-mails," Pico added. "We haven't tapped into the database yet, but we do have extensive plans to use (the lists) intelligently."

The site opened its auction feature Dec. 22. The first 500 bidders received a free T-shirt with the Sportcut.com logo, and anyone with a winning bid received free ground shipping until Jan. 1.

At press time, Sportcut.com was slated to launch its first game, a Shockwave-based, arcade-type game named "Basketball Shootout." Trivia games, a fantasy agent game and golf and baseball video games are planned. The site also is examining partnerships with the many popular fantasy gaming sites on the Web.

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COMPANY NAMES: SPORTCUT COM

INDUSTRY NAMES: Mail order

PRODUCT NAMES: Nonstore retailers (596000)

CONCEPT TERMS: All company; All market information; All product and service information; E-Commerce; Marketing campaign; Product introduction

MARKETING TERMS: All media; All product marketing; Coupons; Interactive; Internet; Loyalty

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

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Sofocleous, David

From: Hayes, John W.
Sent: Tuesday, March 14, 2000 3:14 PM
To: Sofocleous, David
Subject: RE: A PCT

I don't know if these will be helpful, but might be worth looking at

5,085,435 (Rossides) 5,269,521 (Rossides) 5,620,182 (Rossides) teaches placing bets at point of sale locations - if the person wins, then the price of the goods is lowered. Does not discuss Internet.

5,794,207 (Walker et al) teaches conditional purchase offers over the net (Priceline.com)

John

—Original Message—

From: Sofocleous, David
Sent: Tuesday, March 14, 2000 2:38 PM
To: Voeltz, Todd; Alvarez, Raquel; Cosimano, Edward; Dixon, Thomas; Hayes, John W.; Kalinowski, Alexander; McCarty, William R.; Morgan, George; Tran, Tongoc
Cc: Poinvil, Frantzy
Subject: A PCT

All:

I have a PCT which is giving me problems.

Basically, a user wants to buy a product over the internet and puts in a price range. After the user puts in a price range, he plays a game over the net and depending on how he does in the game (i.e. score), the price could be at the higher or lower part of the range....

any suggestions?

dave